

## **Tourism Advisory Board Meeting/ Meeting Agenda**

Tuesday, April 10, 2007 – 9:00 a.m.

**Meeting Call to Order:** Travis Reid

**Roll Call:** Present - Debra Vogt, Darsie Culbeck, Judy Heinmiller, Scott Sundberg, Jeff Butcher, Travis Reid.

Absent - Lori Stepansky

Also Present - Drake Olson, Sean Brownell

**Approval of January Minutes:** Sundberg motioned to approve, Heinmiller second

**Approval of Agenda:** Approved – Culbeck requested adding tour permit discussion under new business.

**President's Report:** no report

**Old Business:** **Pavilion Project** – Culbeck stated he spoke to Borough Manager, Robert Venables, and project is under way and scaled down to one stall per bathroom with additional funding for completion from cruise ship head tax. Vogt commented appropriation to communities from head tax would not be in this season and Planning Commission discussed the Pavilion be placed across street. Discussion followed regarding waterside placement and a board member attending next Planning Commission meeting.

**New Business:** **Board Vacancies – Request from John Hunt** – John Hunt provided a letter of request to the Mayor for placement on TAB in which feedback was requested from TAB. The letter was not presented at the meeting but discussion followed regarding any potential media implications. Culbeck motioned to pass recommendation to the Mayor that John Hunt fill one of the two Tourism Advisory Board vacancies. Butcher second.

**Title V** – Vogt commented Title V which affects tour operator permitting needs to be revamped to address strengthening of weaknesses in code. Vogt will take this issue to the Mayor to send it to the governmental committee for review. Culbeck initiated discussion regarding changes to tour permitting fees and efficiency of permit process. Further discussion about process of implementing tour permits, what constituted a tour, and safety and image of Haines followed with the board recognizing Drake Olson for comment.

Reid motioned to advise and support an Assembly decision to not require point charters to have a tour permit. Discussion followed regarding definition of a 'tour.'

Reid made a recommendation to advise Assembly not to include Drake's flying services in tour permitting. Discussion resumed regarding definition of a 'tour.'

Butcher suggested engaging someone for additional input.

Sundberg noted any recommendation should not include specifically naming a tour. Heinmiller duly noted.

**07/08 Budget** – (*Lori was hoping to know budget hearing dates and wanted to officially discuss any items in the budget with a quorum board meeting*) – Director's notes were read by Chair Reid. Discussion followed regarding budget hearing dates which were undetermined.

Reid opened discussion for FY 08/09 budget. Discussion followed regarding advertising, board advising on budget, travel media, and winter tourism with board also recognizing Sean Brownell for comment.

**Haines Video Project** – (*Lori is looking at working with Alaska Channel for creating a Haines DVD/CD Video. We would be spared the fees of paying for their travel costs getting them here and the three-minute video can be made 'better' for the same price with content from other tour operator video. The video will be for distribution to cruise ships/lines, used at travel/trade shows, sent to travel agents and media, can be made in to B-roll which is badly needed for Haines to provide to producers for TV travel programs, etc. The work would fall in this fiscal budget but payment can be split up if it is necessary. The information is in your packets regarding price break down. I would be considering a video with narrative and our bonus is Rich Cooper would be doing a lot of work on this project and can assist with the narrative as well. Part of the reason we would not have to pay travel costs is Skagway is considering using them for creating a video as well. I was recently made aware of the fact Skagway will decide if they are using Alaska Channel or not in the next few weeks. It may be a good idea to set up a conference call with Alaska Channel representative and further discuss the topic at the next meeting.*) – Chair Reid read director's notes.

Discussion followed regarding funding for project. Sundberg stated the board would like to have Tourism Director Lori Stepansky to further discuss funding with Borough Manager, Robert Venables and possibly set up the conference call as noted in her section report. Discussion then followed regarding value for DVD video. Discussion then went back to FY 08/09 budget in regards to advertising monies and forming a marketing sub-committee.

Sundberg motioned to form an advertising/marketing committee to quantify and understand where marketing dollars go and to analyze and advise the tourism director. Heinmiller Second.

Butcher stated a new motion to form a marketing committee of TAB. Heinmiller second. Board agreed unanimously.

Borough Manager Robert Venables joined meeting. Discussion followed regarding purpose of a marketing committee with questions posed to Manager Venables who stated purpose of board was to advise Borough Manager on operational issues.

Reid questioned what purpose and function of Tourism Advisory Board was and discussion followed regarding budget.

Sundberg questioned Manager Venables regarding commerce committee decision for heli-skiing map. Venables stated a map review committee would be formed.

Reid reported to Manager Venables regarding comments made earlier in the meeting from Drake Olsen, point air carriers, and the potential committee for the Title V clarification.

Sundberg was excused to leave the meeting by Chair Reid.

**Directors Report:** **Ride Yukon Event** – *(Dick Watts spoke at the Chamber luncheon, Friday, March 30 regarding the motorcycle event June 22 in Haines. One of the biggest challenges is accommodation space as a few properties are already booked up for other reasons or are not open this year. Working with locals and other locations for tenting options will be coordinated in the next few months. Dick Watts will consider making this overnight in Haines consistent in this annual event.)* – Reid read director's notes. No comments.

**Visitor Center Employees** – *(Visitor Information Coordinator, Julie Shook will be retiring after quite a few years at the Visitor Center. Eric Coufal, formerly with Chilkat Guides and other businesses in Skagway, will begin working April 9 as the new VIC. Summer staff this year will again include Tammy Piper, Christa Rayl (as a new permanent Haines resident), and Diana Kelm.)* – Reid read director's notes and commented Julie Shook would be missed and welcomed Eric Coufal.

**Cruise Ship Shuttle** – *(The RFP is posted for the cruise ship shuttle with deadline for proposals due on April 12. At this time, it is unknown if there are any bidders)* – Reid read director's notes and commented on potential services noting any known qualified businesses should be encouraged to submit a bid.

**Public Comments:** None

**Set Next Meeting Date:**

**Tuesday, May 8, 2007: 9:00 a.m.**

**Assembly Chambers, Public Safety Building**

*(Please note: Tourism Director, Lori Stepansky will not be available for a 'first Friday' TAB meeting in May due to attending the Yukon Trade Show in Whitehorse with the Haines Chamber)*

Discussion followed to change monthly meetings to the second Tuesday of each month. No motion was made.

Sean Brownell was recognized by the board to comment on requesting to fill a vacancy on the Tourism Advisory Board. He was advised to submit a letter of interest to the Mayor.